

CURRICULUM VITAE



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Teaching Experience : 3 Years 10 Months

S.No.	Name of the Institution	Period of Service
1.	Sri Bharathi Arts & Science College for Women, Kaikkurichi,	2.09.205 to 9.11.2018
2.	J.J. College of Arts and Science (Autonomous)	15.06.2019 to Till date

Publications

Research Papers : 6
Books Published : Nil
Book Chapter : Nil

✚ “A Study on Women Consumers’ buying behaviour towards durable products in Pudukkottai District”, International Journal of Commerce and Management Research, PRIMAX Publications, Volume: IV, Issue No.3, Oct-Dec 2016, ISSN: 2321-3604 (IMPACT FACTOR- 4.532).

✚ “A Study on the Impact of Television Advertisements on Consumer’s Purchasing Decision of Durable Goods in Pudukkottai District”, International Journal of Recent Research and Applied Studies, Vol: IV, Issue;10, October 2017, ISSN: 2349 – 4891 (IMPACT FACTOR – 4.665)

- ✚ “**A Study on Consumer Behaviour in purchasing of Durable products with Special Reference to Pudukkottai District**”, International Journal of Research and Analytical reviews (IJRAR). E-ISSN – 2348 – 1269, Volume 6, Issue 1, January 2019, Impact Factor: 5.75, Page No. 206- 269 (UGC Approved).
- ✚ “**A Study on the Impact of Consumer Behaviour and Brand Equity on Durable Products with Special Reference to Pudukkottai District**”, Journal of Emerging Technologies and Innovative Research (JETIR), Vol.No. 6 / Issue-3/ 2019-03-19/ ISSN: 2349-5162/Impact Factor: 5.87/Page No. 295-301 (UGC Approved).
- ✚ “**Study on Implication of Goods and Services Tax (GST) In India**”, JAC: A Journal of Composition Theory (JCT), Vol.no.XII/ Issue- IX/ September 2019/ ISSN No: 0731-6755/ Impact Factor: 5.7/ Page No. 1062-1067 (UGC Approved)
- ✚ “**A Study on Investment’s protection Towards Mutual Funds with Special Reference to Pudukkottai District**” , Journal of IJAEMA, Vol.No. XI/ Issue – IX/ September 2019/ ISSN No. 0886-9367/ Impact Factor: 6.3/ Page No. 4402- 4407.

Paper Presentation in Conference/ Seminar / Workshop

S.No.	Presented/ Participated	Date and Place	Topic
1.	Presented	25.02.2006, Vivekanandha College of Arts and Sciences for Women, Namakkal	Role of Women Entrepreneurship in Rural Development
2.	Participation	11.09.2006, Vellalar College for Women, Erode	Hospital Marketing
3.	Presented	18.03.2006, Vidyasagar College of Arts and Science, Udumalpet.	Ethics of Advertising

4.	Presented	07.09.2006, Periyar University, Salem	Customer Relation Management (CRM) in Banking
5.	Participated	18.01.2017, Sri Bharathi Arts and Science College for Women, Kaikkurichi.	Entrepreneurship Awareness Camp (EAC)
6.	Participated	16.10.2015, Karpaga Vinayaga Institute of Management, Pudukkottai	Agri- Business Entrepreneurship Development
7.	Presented	30 & 31. Aug. 2018, J.J. College of Arts And Science (Autonomous), Pudukkottai.	A Study on Consumers Shopping Pattern of electronics Products
8.	Presented	25.09.2019, Jamal Mohamed College (Autonomous), Tiruchirappalli.	Advancement in Business in the Digital ERA 2019
9.	Presented	14.06.2019, Acharya Bangalore B-School, Bengaluru.	Marketing in The Digital ERA (NCMDE'19)
10.	Participated	30 & 31 Jan. 2020, J.J. College of Arts and Science (Autonomous), Pudukkottai	Research Methodology and Data Analysis by Using SPSS and AMOS